



# YOUTH WITHOUT YOU

The Power of Peer-to-Peer Prevention  
Rick Birt, President & CEO



**Thank You!**

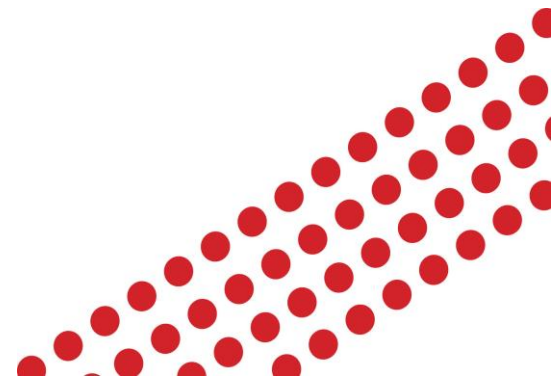




**2020 in a video ...**



# Video





# We're Here to Help!





# History

## 1981 – Founded

After suffering the loss of several students in separate alcohol-related crashes in Wayland, MA

## 1997 – Mission Expands

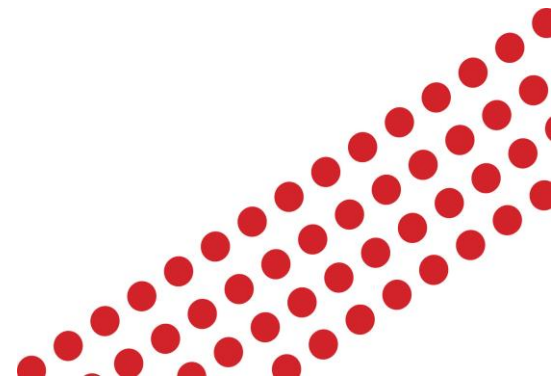
Student leaders request expansion of mission and a name change.

Mission expands to address other issues that matter to teens:

**Teen Traffic Safety**  
**Substance Abuse**  
**Personal Health & Safety**

## 2020 – TODAY

SADD's network of 7,500+ chapters in middle schools, high schools and community organizations in 50 states

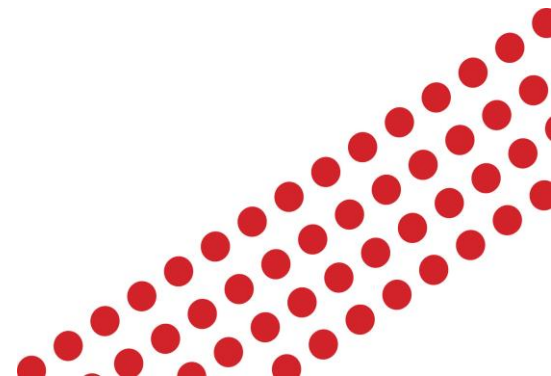




# GHSA/NHTSA Publication



PEER-TO-PEER  
TEEN TRAFFIC SAFETY  
PROGRAM GUIDE







## Elements of Effective Youth Programs

Youth – Led

Inclusive

Sustainable

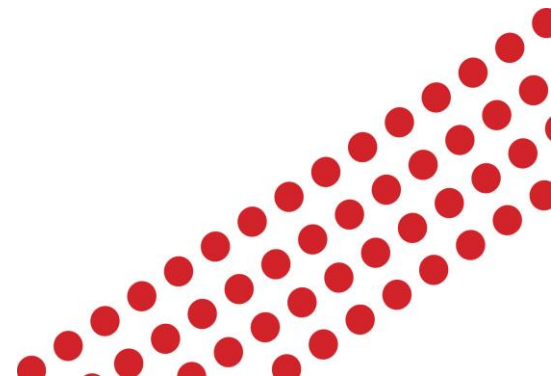
Facilitated  
Training

Measured  
Learning

Positive

Incentives &  
Recognition

Evaluated





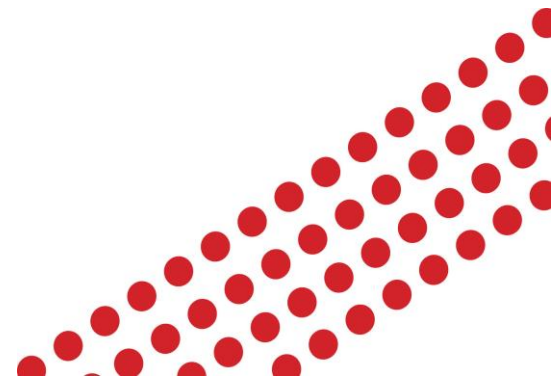




HEALTH • NEUROSCIENCE

# You Now Have a Shorter Attention Span Than a Goldfish

TIME MAGAZINE





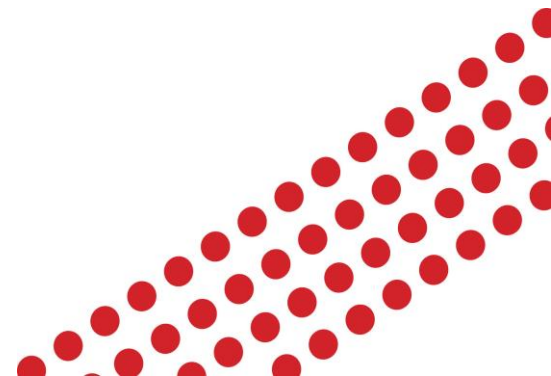
**EMPOWERING  
TEENS**

**ENGAGING  
PARENTS**

**MOBILIZING  
COMMUNITIES**

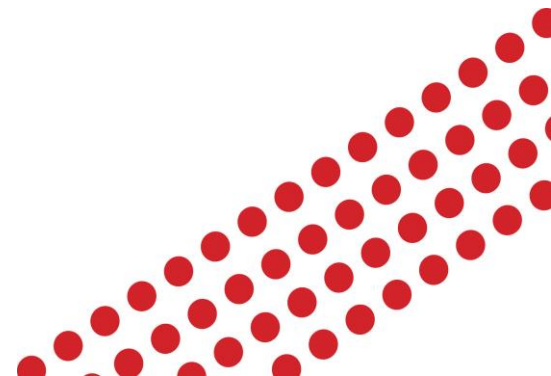
**CHANGING  
LIVES**

**The Secret Sauce  
to Reaching 0**





# Empowering Teens





# Original Research



**75%**  
of seniors vs. 55%  
of sophomores are  
confident in their  
driving abilities

**77%**  
of seniors vs. 65%  
of sophomores say  
they are safer drivers  
than their peers

**57%**  
of seniors vs. 34%  
of sophomores have  
been in an accident  
or near miss



PHONE USE WHILE  
DRIVING INCREASES AS TEENS  
BECOME UPPERCLASSMEN



**71%**  
of seniors vs. 55%  
of sophomores are  
likely to use a  
phone while  
driving

Phone use behind the  
wheel is most likely to  
happen at a red light  
or stop sign and in  
stop and go traffic

**67%**  
of seniors vs. 49%  
of sophomores  
use apps at least  
sometimes while  
driving



BUT CONSEQUENCES DECREASE  
WITH AGE

**NEARLY 70%**  
of 15 and 16-year olds vs. 55% of teens 18+  
say they would lose their driving privileges  
if they were to get in an accident



# Youth-Led Means Teens In-Charge

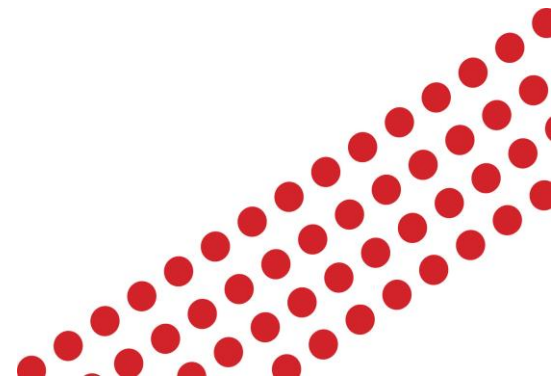
- “If the problem is mine, then the solution lies with me.”
- They seek truth, beyond the marketing
- If you’re not working with teens, you’re missing out...





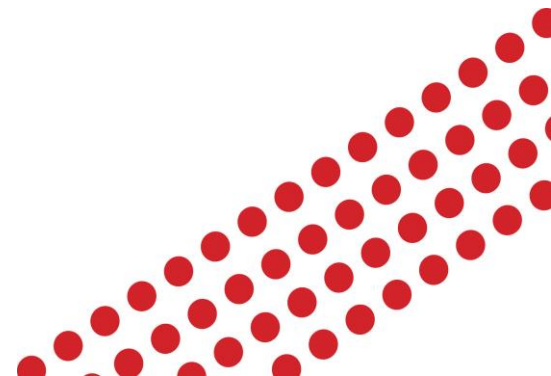
# “Rick, how do I find teens?”

- Start a SADD Chapter!
- Work to identify an existing Student Group
- Find “Change Makers”
- Find “Champions”





# Student Led Programs

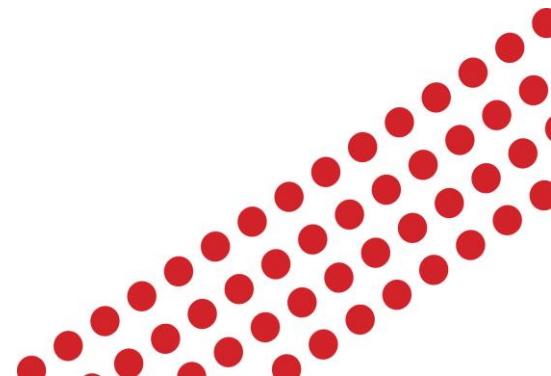




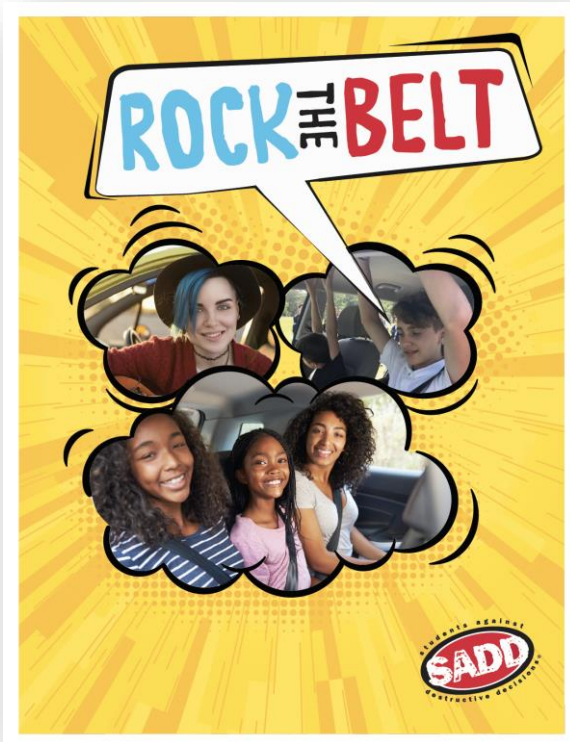
# Impaired Driving



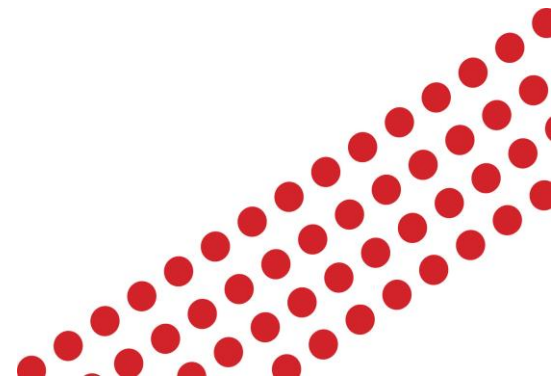
**IS IT WORTH**  
**THE RISK?**



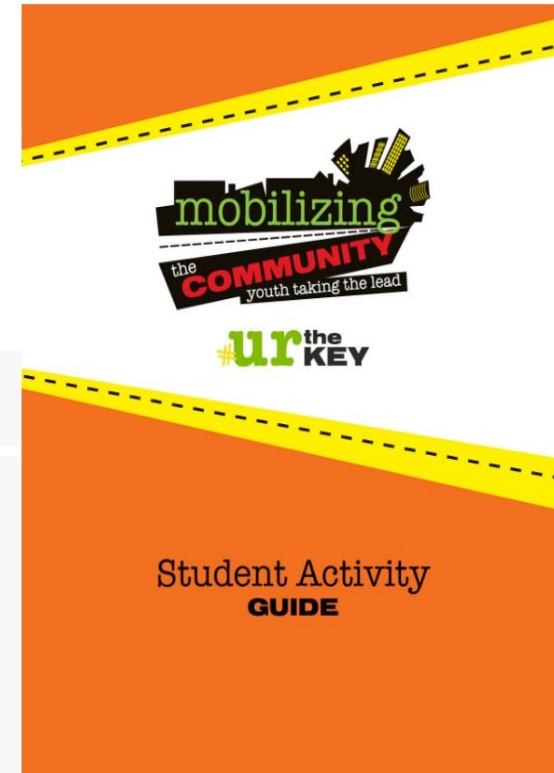
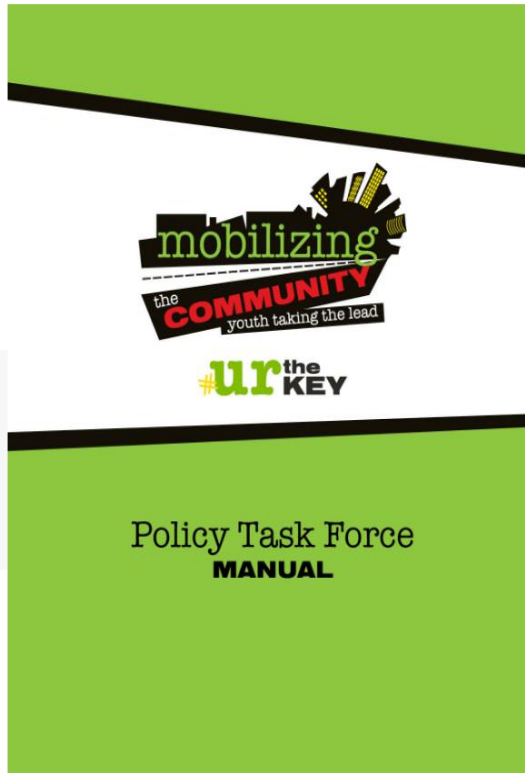
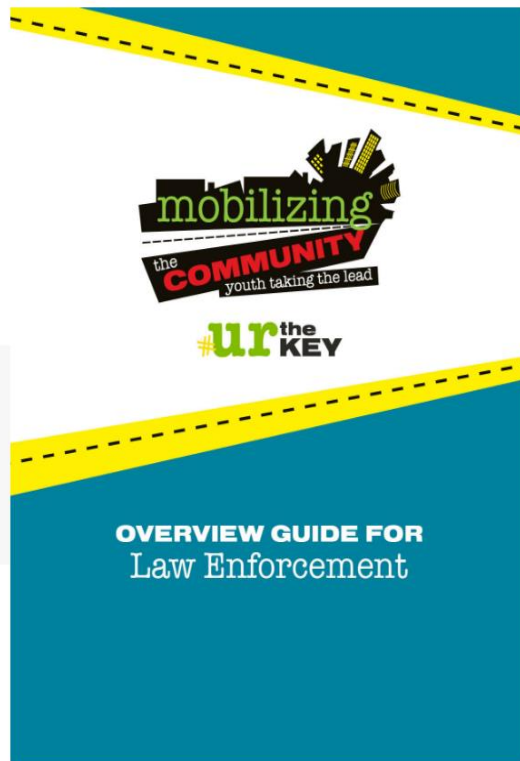
# Seat Belts & GDL



# Distracted & Digital Dependency



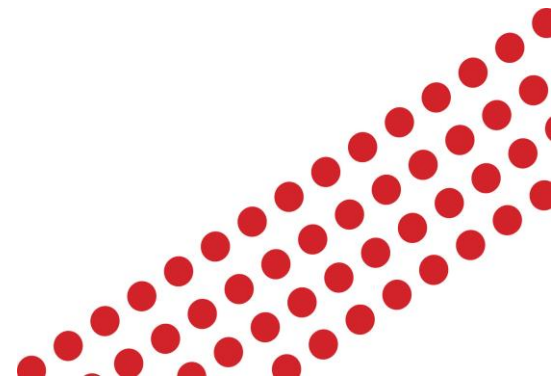
# All-in-One







# Engage Parents





# Parents Need a Time-Out

- Parents rate the safety of their children as their number one priority- #NotShocking
- Some parents don't know the challenges their teens face.
- Some parents don't know how to have constructive conversations.
- Shoot, some parents don't know the laws.



# Original Parent Research

## A PARENT'S CHEAT SHEET

### TEENS' READINESS BEHIND THE WHEEL = LESS WORRY

ATTENTION PARENTS OF TEEN DRIVERS, you may have more influence on teen driving behaviors than you might think!

#### ONE THIRD OF TEENS ARE DRIVING DROWSY

**1:10** teens have completely fallen asleep behind the wheel.

**42%** of teens think early morning activities are the reason for lack of sleep.



#### HELP TEENS LAY OUT THEIR SCHEDULE

each week to ensure they get a **good night's sleep** before an early start.

**50%** of parents have **knowingly texted their teen** while they are driving.

**29%** expect a response before their teen reaches their destination.



#### SET MUTUAL EXPECTATIONS

Tell your teen to **not respond to texts** until reaching their destination – even if it comes from you.

#### TEENS VIEW DIFFERENT DRIVING SITUATIONS AS STRESSFUL

**75%** when driving in rush hour traffic

**53%** when driving at night



#### BUILD YOUR TEEN'S READINESS

behind the wheel by **driving with them** in all conditions to help them worry less.

#### OPEN THE LINES OF COMMUNICATION!

It's important for parents to realize that they have influence over their teens' actions behind the wheel. **Liberty Mutual Insurance** and **SADD** encourage parents and teens to use the Teen Driving Contract as a discussion guide.

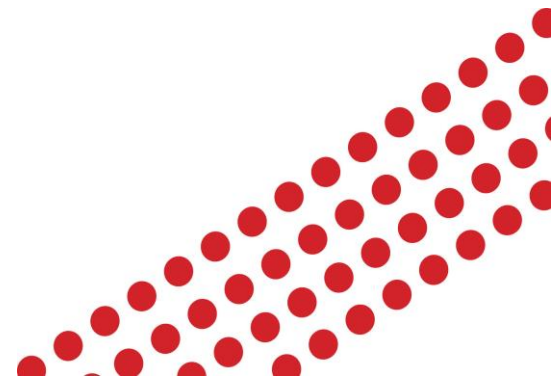
For more information, visit [www.libertymutual.com/teendriving](http://www.libertymutual.com/teendriving). Data from 2016 Liberty Mutual Insurance and SADD (Students Against Destructive Decisions) Teen Driving Study, which included a survey and implicit association testing with more than 2,500 high school students from across the country.





# SADD Programs

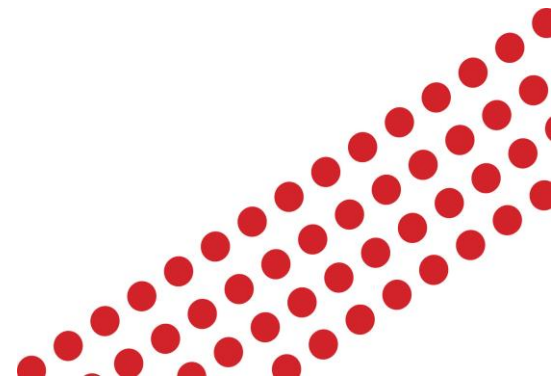
- Have parent “cheat sheets.”
- Contain conversation starters and ways to model good behavior from early days.
- Reference laws and resources for parents.







# Engage Communities



“If you want to go quickly,  
go alone,  
but if you want to go far,  
you must go together.”

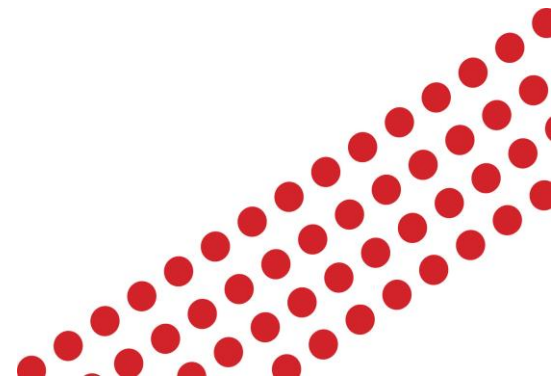
- African Proverb





# SADD Believes in...

- The Power of Community
- The Power of Caring Adults
- Law Enforcement Support & Training
- Media Education
- There is no "I" in Teen Safety



# Passport to Safe Driving



## BLIND SPOTS

### ADULT TALKING POINTS

- Explain a blind spot to your teen.
- Share a story about a close encounter that you've experienced with your blind spot.
- Remind your teen to always check over their shoulder and to not rely on their mirrors or advanced driver assist systems (ADAS) blind spot warning system.
- Point out the blind spots in your vehicle and show your teen how to safely check them when driving.
- Explain how blind spots on semi-trucks are larger than those on passenger vehicles. Extra caution is necessary when trying to merge or switch lanes near semi-trucks.



THANK YOU TO OUR CONTRIBUTORS!

**PASSPORT TO SAFE DRIVING**

**AD**  
American Driver and Traffic Safety Education Association

**The National Road Safety Foundation**  
NRSF

**SADD**  
students against destructive decisions

**GHSA**  
Governors Highway Safety Association  
The States' Voice on Highway Safety

**NATIONAL SAFETY COUNCIL**

**HELPFUL DRIVING TIPS FOR TEENS & ADULTS**

**#DrivingSkills101**

The graphic is a vertical rectangular poster with a background image of a road stretching into the distance under a cloudy sky. The road is overlaid with various road signs and markers. The text and logos are arranged in a structured layout. At the top, it says "THANK YOU TO OUR CONTRIBUTORS!". Below this, there are logos for the American Driver and Traffic Safety Education Association (AD), The National Road Safety Foundation (NRSF), SADD (Students Against Destructive Decisions), GHSA (Governors Highway Safety Association), and the National Safety Council. In the center, there is a blue-bordered box with the text "HELPFUL DRIVING TIPS FOR TEENS & ADULTS". At the bottom, the hashtag "#DrivingSkills101" is prominently displayed.







# Change Lives







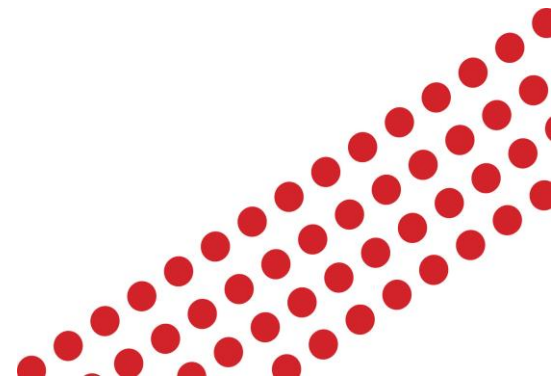
# Once Upon a Time in an Airport... Before COVID-19...







**Thank You**





**EMPOWERING  
TEENS**

**ENGAGING  
PARENTS**

**MOBILIZING  
COMMUNITIES**

**CHANGING  
LIVES**

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